Rep Order# EC'd Yes 6838638 Ver# 2 Status Returned Traffic Order# 105163 Showing Buylines: All Lines Printed: Last Received: 08/06/2012 12:42 PM 08/03/2012 4:16 PM

1 ofφ

Product Estimate# Phone# Buyer Station KSNV-TV LAS VEGAS, NV. Advertiser ().N.R.C.C. IE Fax# 2958 ().N.R.C.C. IE NRCC IE 2012 TRACEY ROBINSON Agency () NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Offic ALEXANDRIA, VA 22314 Salespersol Agency C/P1/P2/E 155/426/2958 Elight Dates 09/28/2012 - 10/04/2012 Salespersol Hiatus Weeks

Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY

Salesperson FAX# Salesperson Phone# 215-568-6540 215-568-1845

-- CONTRACT COMMENT --

NRCC IE 2012 SC=*

-- REMARKS --

PLEASE SEE BELOW. THANKS!

벍

																ì	ы
•	* 00		*		Q		σ		42		ω		N		Ь		Ln
യ	S∄	Buyline Comme Station Remark:	SA	Buyli	ш	Buyli	M-TH	Buyli	M-TH	Buyli	î IJ	Buyli	M-TH	Buyli	Ħ		Dау
9	7A-9A	H	6A-7A	.ne Comment	7A-9A	.ne Comment	7A-9A	Buyline Comment: NEWS	6A-7A	Buyline Comment: NEWS	6A-7A	Buyline Comment: NEWS	5A-6A	Buyline Comment: NEWS	5A-6A	1	Time
Buyline Comment: SAT TODAY tion Remark: V2 TP CHANGE -DT GOLF SAT TODAY AIRS 5-6A		v2 line na di golf		Buyline Comment: TODAY SHOW		Buyline Comment: TODAY SHOW		t: NEWS		t: NEWS		t: NEWS		t: NEWS			Program
5-6A	:30		:30		:30		:30		:30		: 30		:30		:30	!	Len
	\$625.00		\$350.00		\$1,500.00		\$1,500.00		\$1,000.00		\$1,000.00		\$450.00		\$325.00	1	Rate
	09/29-09/29		09/29-09/29		09/28-09/28		10/01-10/04		10/01-10/04		09/28-09/28		10/01-10/04		09/28-09/28		Dates
	41		2		Ν		φ		ω		10		œ		N	 - - - - -	Spots/Week
	Ь		₽		۲		⊣		₩		Ь		Н		H		# of Weeks
	. 4		2		2		œ		ω		N		00		12		Total Spots
	\$2,500.00		\$700.00		\$3,000.00		\$12,000.00		\$8,000.00		\$2,000.00		\$3,600.00		\$650.00		Total Cost
																	Daypart

19 SU 930A-10A	18 SA-SU 9A-930A Buyline Comment: NEWS	17 SA-SU 5A-3P Buyline Comment: RYDER CUP 2X/DAY	16 F 11A-12P Buyline Comment: RACHEL RAY	15 M-TH 11A-12P Buyline Comment: RACHEL RAY	14 F 10A-11A Buyline Comment: TODAY SHOW III	13 M-TH 10A-11A Buyline Comment: TODAY SHOW III	12 M-TH 9A-10A Buyline Comment: TODAY SHOW II	<pre>11</pre>	10 SU 7A-8A Buyline Comment: SUN TODAY	9 SU 6A-7A Buyline Comment: NEWS	IT In Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser () N.R.C.C. IE Product NRCC IE 2012 Estimate# 2958 Buyer TRACEY ROBINSON Phone# Fax#	Rep Order# 6838638 Ver# 2 Status Returned EC'd Yes
:30 \$500.00 09/30-	:30 \$500.00 09/29-	:30 \$700.00 09/29-	:30 \$325.00 09/28-	:30 \$325.00 10/01-	:30 \$325.00 09/28-	:30 \$325.00 10/01-	:30 \$750.00 10/01-	:30 \$750.00 09/28-	:30 \$625.00 09/30-	:30 \$325.00 09/3	Len Rate Dates	IONAL MEDIA RESE ENT, 815 SLATER LA IA, VA 22314 155/426/2958 /28/2012 - 10/04/2012	Traffic Order# 105163 Last I Showing Bu
10-09/30 1 1	9-09/30 2 1	9-09/30 8 1	18-09/28 2 1	11-10/04 8 1	18-09/28 2	1-10/04 8 1	1-10/04 8 1	18-09/28 2 1	10-09/30 2 1	09/30-09/30 2 1	Spots/Week	PLANNNING Rep Firm Sales Office Salesperson I Salesperson I	Printed: 08/06/2012 12:42 PM Last Received: 08/03/2012 4:16 PM Showing Buylines: All Lines
\$500.00	2 \$1,000.00	. \$5,600.00	2 \$650.00	. 8 \$2,600.00	2 \$650.00	. 8 \$2,600.00	. \$6,000.00	. 2 \$1,500.00	. 2 \$1,250.00	. 2 \$650.00	# or Total Total Cost Weeks Spots) PHILADELPE) AMY MCCRE # 215-568-654 215-568-184	PM 2 of 6 M

Daypert

Buyline Comment: CHRIS MATHEWS

30)	29	28	27	26	25	24	23	22	21	20	Fax#	Estimate# Buyer Phone#	Station F Advertiser Product	Rep Order# EC'd Yes
Buyline Comment:		TU 8P-9P Buvline Comment:	M 10P-11P Buyline Comment:	M 8P-10P Buyline Comment:	M-TH 730P-8P Buyline Comment:	F 730P-8P Buyline Comment:	M-TH 630P-730P Buyline Comment:	F 630P-730P Buyline Comment:	SA 5P-630P Buyline Comment:	M-TH 5P-630P Buyline Comment: 3X/DAY	F 5P-630P Buyline Comment:	Day Time	7958 TRACEY ROBINSON	KSNV-TV LAS VEGAS, NV. () N.R.C.C. IE NRCC IE 2012	# 6838638
		8P-9P			C _I	Ċ,			5P-630P Comment: NEWS	5P-630P Comment: NEWS	5P-630P Comment: NEWS	me Program	SON	GAS, NV. IE	Ver# 2 \$
CHICAGO FIRE		VOICE	REVOLUTION	THE VOICE	RALSTON	RALSTON	JEOPARDY/WHEEL	JEOPARDY/WHEEL	σ.	O.	ω	gram			Status Returned
													Agency Criticals Flight Dates Hiatus Weeks	Agency () & PLAC ALEXA	Traffic Order# 105163
, ()	ພ ⊃	:30	: 30	: 30	:30	:30	:30	:30	:30	:30	:30	Len	09/28/	NATION EMENT NDRIA,	r# 10516
\$ 0 P P P P P P P P P P P P P P P P P P	83	\$4,000.00	\$3,200.00	\$4,000.00	\$900.00	\$800.00	\$1,300.00	\$1,000.00	\$650.00	\$1,200.00	\$1,000.00	Rate	09/28/2012 - 10/04/2012	IAL MEDIA RES , 815 SLATER L VA 22314	
+ C/ C/	10/03-10/03	10/02-10/02	10/01-10/01	10/01-10/01	10/01-10/04	09/28-09/28	10/01-10/04	09/28-09/28	09/29-09/29	10/01-10/04	09/28-09/28	Dartes	2	() NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office ALEXANDRIA, VA 22314 Salesperso	Printed: 08 Last Received: 08 Showing Buylines: All Lines
ŀ	_	N	н	н	4,	H	ω	N	ω	12	ω	Spots/Week	Salesperson Phone# Salesperson FAX#	NG Rep Firm Sales Office (Salesperson (08/06/2012 12:42 PM 08/03/2012 4:16 PM ines
)		⊣	H	; 4	⊬	⊭	٢	Ь	₽	H	نس	で	Phone# FAX#		PM
,	_	2	н	Н	.ch	دم	œ	N	ω	12	w	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	
	\$3.200.00	\$8,000.00	\$3,200.00	\$4,000.00	\$3,600.00	\$800.00	\$10,400.00	\$2,000.00	\$1,950.00	\$14,400.00	\$3,000.00	Total Cost	540 345	HIA EARY	3 of 6
												Daypart			

.4 . O	<u>ა</u> დ	3 8	37	3 6	ယ ()	34	<u>ယ</u> ယ	32	3 ₁	FAX# In	Estimate# Buyer Phone#	Station K Advertiser Product	Rep Order# EC'd Yes
£ Buyli	M-TH Buyliı	F Buyli	SA-SU Buyli 2x/DA	M-TH Buyli	F Buyli	SU 8 Buyline	SU Buyli	SU 4 Buyline	F Buyli	Day	2958 TRACEY ROBINSON		6838638
1235A- 135A Buyline Comment:	H 1135P- 1235A Buyline Comment:	1135P- 1235A Buyline Comment:	SU 11P-1135P Buyline Comment: 2X/DAY	H 11P-1135P Buyline Comment:	11P-1135P Buyline Comment:	30P-930P	530P-830P Buyline Comment:	4P-530P ne Comment:	9P-10P Buyline Comment:	Time	BINSON	LAS VEGAS, NV. .NR.C.C. IE E 2012	Ver# 2
FALLON	TONIGHT SHOW	TONIGHT SHOW	NEWS	NEWS	NEWS	NEWS	SUN NIGHT FTBL	FIBL NIGHT IN AMERICA	GRIMM	Program			Status Returned
								.CA			Agency Cr 1/12/2/E Flight Dates Hiatus Weeks	Agency (& PLA ALEX	Traffic Order# 105163
:30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len	09/28) NATION CEMENT ANDRIA,	er# 10516
\$225.00	\$750.00	\$750.00	\$1,100.00	\$1,200.00	\$1,100.00	\$1,800.00	\$10,000.00	\$2,400.00	\$2,600.00	Rate I	09/28/2012 - 10/04/2012	() NATIONAL MEDIA RESEARCH P. & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314	
09/28-09/28	10/01-10/04	09/28-09/28	09/29-09/30	10/01-10/04	09/28-09/28	09/30-09/30	09/30-09/30	09/30-09/30	09/28-09/28	Dates	2	CH P	Printed: 08 Last Received: 08 Showing Buylines: All Lines
N	00	N	ďΔ	42	Н	N	}	Н	н	Spots/Week	Salesperson Phone# Salesperson FAX#	LANNNING Rep Firm Sales Office (Salesperson (08/06/2012 12:42 PM 08/03/2012 4:16 PM Lines
H	 -	⊢	ъ	₽	Н	H	1	Ц	Н	# of	Phone# FAX#		PM
N	œ	2	4.12	412	Н	N	<u>1—1</u>	ы	Ч	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	
\$450.00	\$6,000.00	\$1,500.00	\$4,400.00	\$4,800.00	\$1,100.00	\$3,600.00	\$10,000.00	\$2,400.00	\$2,600.00	Total Cost	540 845	HIA EARY	4 of 6
										Daypart			

Books NOV12 Demos RA35+	Market Totals \$417,973 —COMPETITIVE COMMENTS— SHARES ESTIMATED	Sep 12: 61 / \$60,250.00 Oct 12: Sales Totals: 158 / \$154,650.00 Station Totals: 158 / \$154,650.00 Lines not sent/rcld/rtrn: 0 / \$0.00	—SALES MONTHLY TOTALS—	REPORT TOTALS Report Totals: 158 / \$154,650.00	44 SU 1135P-12A Buyline Comment: SPORTS NIGHT	43 SU 930P-10P Buyline Comment: JEOPARDY	42 SA 1130P-1A Buyline Comment: SNL	41 M-TH 1235A- 135A Buyline Comment: FALLON	rax# LT	Estimate# 2958 Buyer TRACEY ROBINSON Phone#	조	Rep Order# 6838638 Ver# 2 Status Returned EC'd Yes
	CATV 0% KINV 15% XXXX 0%	97 / \$94,400.00								Agency C/F1/F2/E Flight Dates Hiatus Weeks	Agency () & PLA(ALEXA	Traffic Order# 105163
	KBLR KTUD				30	:30	:30	:30	Len		NATION CEMENT NDRIA,	er# 10516
	₩ ₩ 0 0				\$400.00	\$1,200.00	\$1,400.00	\$250.00	Rate	09/28/2012 - 10/04/2012	() NATIONAL MEDIA RESEAR & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314	
	KINC 0% KVCW 1%				09/30-09/30	09/30-09/30	09/29-09/29	10/01-10/04	Dates	2) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm CCEMENT, 815 SLATER LANE Sales Offi ANDRIA, VA 22314 Salespers	Printed: 08/ Last Received: 08/ Showing Buylines: All Lines
	KLAS KVMY				<u>د</u> م	٢	ω	ω <u>1</u>	Spots/Week	Salesperson Phone# Salesperson FAX#	VING Rep Firm Sales Office (Salesperson (08/06/2012 12:42 PM 08/03/2012 4:16 PM Lines
	₩ N ₩ N ₩			·	Ч	⊣	اس ا	14 	₩eeks	Phone# FAX#		42 PM 5 PM
	KVVU				ц	Н	ω	φ -	Total Spots	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	
	N 3 N 49 49				\$400.00	\$1,200.00	\$4,200.00	\$2,000.00	Total Cost	6540 1845	PHIA REARY	5 of 6
									Daypart			

Rep Order# EC'd Yes Estimate# Buyer Station KSNV-TV LAS VEGAS, NV.
Advertiser ().N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2958 TRACEY ROBINSON 6838638 Ver# 2 Status Returned Agency () NATIONAL MEDIA RESEARCH PLANNNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office (
ALEXANDRIA, VA 22314 Salesperson (
Agency C/P1/P2/E 155/426/2958
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks Traffic Order# 105163 Last Received: 08/(
Showing Buylines: All Lines Printed: 08/06/2012 12:42 PM 08/03/2012 4:16 PM) PHILADELPHIA) AMY MCCREARY

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

CASH IN ADVANCE -- CREDIT RISK --

Fax#

Phone#

6 of

Φ.